



BE REAL BE NATURAL

# Soy Yogurt Drink with Kiwi Flavor

Group B

## 1 Marketing Objective

- ❖ Launch product in market and compete with the existing brands
- ❖ Aim to sell 500,000 units by the end of December, 2011
- ❖ Hold at least 5% market shares of yogurt drink industry of UK

## 5 Promotion

- ❖ Create awareness among people about new product brand
- ❖ Launch promotion in summer due to its cool and refreshing nature
- ❖ Advertisement through handouts, newspaper, internet
- ❖ Attract the consumers by: offering free samples, coupons, loyalty cards, frequent user incentives

## 2 Product

- ❖ **No** Soy Yoghurt Drink in UK
- ❖ Yogurt drink holds 25% of all yogurt product market
- ❖ Main competitors : other yogurt drink in market
- ❖ **Unique:** Kiwi flavor  
Combines soy yogurt and cows yogurt
- ❖ Thirst quenching, refreshing, ideal for snack and breakfast
- ❖ Dedicated to fulfill customer requirement of healthy and nutritious self serve drink



## 4 Distribution & Price

- ❖ Available in retailer supermarkets in UK e.g. Morrison's, Sainsbury's, TESCO, M&S
- ❖ Available in small express stores as well
- ❖ The yogurt drink in UK market are priced £0.25-0.93/100ml
- ❖ Don't need to pay extra, get more benefits at the same price : £1/ bottle (250mL)
- ❖ Launch price: 0.80p/ bottle (250mL)

## 3 Target Market

- ❖ Whole population
- ❖ Older people, young population tend to consume more
- ❖ Best option for the people suffer from lactose intolerance
- ❖ Affordable to all classes of society